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### The Value Compass

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### **Propositions to The Value Compass**

1. The emphasis on word-of-mouth in marketing makes introvert people a less important target group
2. The probability that brands manage to develop a consistent brand identity is higher when brand management realizes that branding involves making choices and not a 'winner-takes-all' mentality
3. Describing brands in terms of brand values is more relevant to brand positioning than describing brands in terms of their brand personality
4. Marketers assume that people interpret brands as if they were other people; marketers forget that people generally don't put any effort in interpreting most other people
5. Information overload makes multidisciplinary sciences lose the advantage of multidisciplinaryity
6. If "survival of the fittest" relates to brands in the same way as it relates to nature, then brand identity is more relevant to the brand than brand image